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What incentives do governments provide businesses for becoming greener? by [Sean Burke](#)

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The environmental impact of businesses has come into sharp focus in recent years, especially in industries such as auto manufacture that produce significant carbon emissions. The British Government has launched a number of schemes aimed at making it easier and cheaper for companies to 'go green' in mutually beneficial arrangements that will help the UK achieve its carbon reduction goals as well as help businesses save money, by improving their energy efficiency and benefiting from renewable energy.

The government's £14 billion Green Deal has been a major talking point in many industries recently, with a number of companies being eager to participate in the initiative that offers grants and subsidies to be used for energy efficient improvements. These may include structural changes to buildings to improve their heat retention, such as cavity wall insulation, or the installation of equipment such as solar panels, allowing businesses to generate their own energy and reduce the strain on national grids.

However, the government has faced some criticism in failing to offer clear incentives for businesses that join the scheme, which has thus far received lower uptake than expected. One reason cited for this lack of interest is the £150 cashback incentive offered to homes and businesses, which many organisations feel is not sufficient to cover their investments. There has also been discussion over offering larger businesses up to five per cent of the total funds for major revamps and the creation of solar farms, supplementing traditional electricity supplies with sustainable energy across large areas.

There are numerous advantages to businesses going green, not only to save money by improving their efficiency and wasting less energy, but also for enhancing their public profile and gaining the approval of eco-minded customers. A wasteful attitude towards energy and conservation of the environment is now widely viewed with disdain by many people, not to mention the problems less energy efficient businesses will face under carbon taxing and other legislation that may be introduced as the UK strives to achieve its carbon reduction goals over the next few decades. Taking advantage of government initiatives offers the most cost-effective option for companies looking to invest in a green future.

If you're worried that you may be wasting business energy in your premises, or simply wish to identify more areas for improvement, you can arrange inspections by impartial experts who will highlight as many areas as possible in which you could save money and boost your green credentials.

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Sean Burke writes for a digital marketing agency. This article has been commissioned by a client of

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